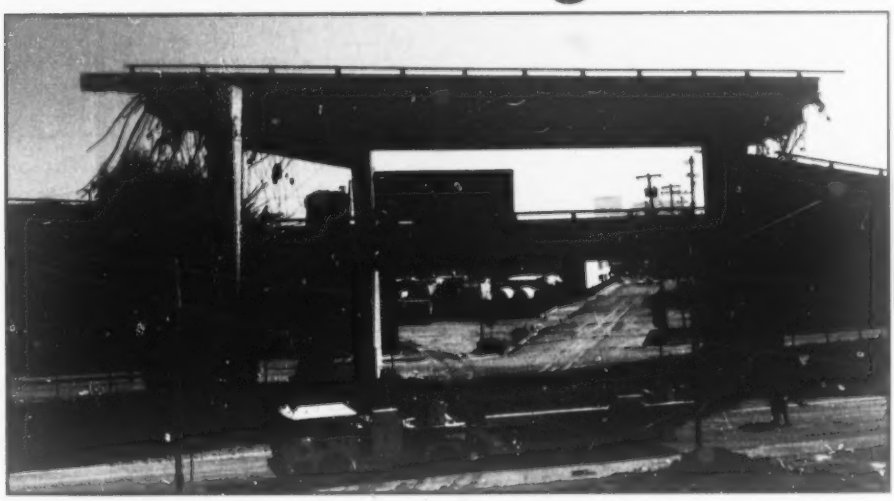
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 19

C1730-1

No One's Better With Breaking News.



When the earthquake hit Northern California, the whole world was moved. Thanks, in part, to the diligent news coverage provided by Conus Communications and our members, especially KTXL (Sacramento-Stockton) and KHJ (Los Angeles).

In the six days following the earthquake, the Conus Satellite News Cooperative exchanged more than 300 live, custom reports from the Bay area.

Even with all that coverage we weren't able to meet every demand. But the live Conus SNG trucks on the scene did transmit more custom-tailored earthquake insight to local stations than any other news organization.

To learn more about Conus services, call 612-642-4573. Or write: Conus Communications, 3415 University Avenue, Minneapolis, MN 55414.

CONUS

59th Year 1990

SPECIAL REPORT

Radio Networks

Film, TV, video:
The market in
Monte Carlo

9ETHESDA MD 20814

4520 EAST-WEST HWY
CONGRESSVL INFO SRV **SAMPLE
SRI ACQ
20814SRI ATB5DI ZWZ
*********5-DIGIT 20814

Vol. 118 No. 8

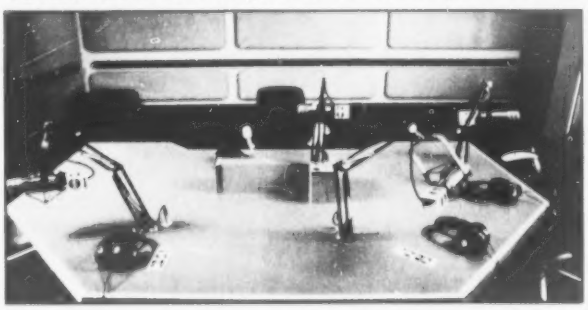
Broadcasting Feb 19

Cable promises customer service push...

NCTA President Jim Mooney says cable industry is "taking seriously" its customer service problem and intends "to do something about it." In meantime, executives tell analysts at Goldman Sachs conference that reregulation will not hurt cable. PAGE 27.

Special report: radio networks...

In increasingly competitive world of radio, servicing affiliates beyond provision



of programing has evolved into requirement for doing business as well as benefit to bottom line. PAGE 37.

Europeans form programing partnerships...

European companies banding together to find alternative to high costs of American product unveil details of their alliances at annual Monte Carlo show. PAGE 31.

32/ **HARVEY STILL TOPS**

ABC Radio's Paul Harvey continues to be most popular radio network personality, retaining top five network radio shows for listeners 12-plus, according to fall 1989 SRI report.

52/ **TV NETWORK COMPETITION**

TV broadcast networks prepare for summer with more original series.

56/ **NEW PLAYER IN HOLLYWOOD**

Parent company of Japanese animator looks to establish new foothold in syndication distribution business and future broadcast network ties.

58/ **NAB PREVIEW: TRANSMITTERS**

New techniques for transmitting UHF-TV signals are among top transmission developments to be featured at National Association of Broadcasters convention.

62/ **UNIVISION SHORTFALL**

Univision reorganization proposal details shortfall in budget forecasting, revealing uphill struggle for Hispanic television operator as its controlling owner, Hallmark Cards, sends bad news to bondholders.

63/ **NETWORK FOURTH-QUARTER GAINS**

Improved sales results in higher profit gains for ABC and CBS for last quarter of 1989.

64/ **DBS REVIVAL**

Cable partnership's proposed 10-channel direct broadcast satellite service sparks renewed efforts by Hughes and Hubbard to get their own DBS services launched.

33/ **NETWORK NEWS RACE**

Networks are kept busy with release of Nelson Mandela in South Africa and presence of President Bush at drug

summit in Colombia. On scene in South Africa: CBS's Dan Rather and ABC's Ted Koppel.

74/ **CABLE BARBS FROM L.A.**

FCC hears wide range of complaints about cable TV from major independent producers and Hollywood studio executives during commission's first field hearing in Los Angeles.

95/ **SATELLITE LINK**

Jeffrey Sudikoff, chairman and chief executive officer of company he founded, IDB Communications Group Inc., is pushing his company toward world made smaller by ease of global communications.

DEPARTMENTS

Advertisers Index	94
Business	62
By the Numbers	12
Changing Hands	70
Closed Circuit	6
Datebook	18
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	78
In Brief	96
International	71
Law & Regulation	74
Masthead	24
The Media	64
Monday Memo	25
On Radio	60
Programing	52
Riding Gain	61
Special Report	37
Stock Index	14
Technology	58

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster: please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

NBC won Week 21 of the prime time race, which ended Feb. 12. The network averaged a 14.7 rating/24 share. ABC was second with a 13.2/21. CBS was third with a 12.5/20. NBC won Wednesday, Thursday and Saturday; ABC won Monday, Tuesday and Friday, and CBS took Sunday. Season to date, NBC leads with a 14.8 rating, followed by ABC's 13.0 and CBS's 12.3.

Among midseason shows, ABC's *America's Funniest Home Videos* (pictured) continues to turn in the strongest performance. The program was first again in its time period (Sunday at 8 p.m.), knocking CBS's *Murder, She Wrote* back to second place. However, the widely publicized *Elvis*, in its premiere showing in its time period (8:30 Sunday), delivered a substantially lower rating than it did when it launched behind *Roseanne* on Tuesday, Feb. 6. Behind *Roseanne*, it was tied for first with a 16/24. Last Sunday, behind *Home Videos*, it dropped to a 12.6/19, falling 13 share points

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Week 21 □ Feb. 5–Feb. 11

Rank/rating	□	Network	□	Show
1	▲ 22.9/36	N		*Cosby Show*
2	22.8/35	N		*Cheers*
3	▼ 22.5/33	A		*Roseanne*
4	21.9/34	N		*A Different World*
5	▲ 21.4/32	A		*Am. Funniest Home Videos*
6	▼ 20.0/34	N		*Golden Girls*
7	▲ 20.1/30	A		*Wonder Years*
8	▲ 19.9/31	N		*Sun. Movie: Blind Faith, pt 1*
9	▲ 18.9/29	A		*Who's the Boss?*
10	▼ 18.7/31	C		*60 Minutes*
11	▼ 18.4/29	N		*Unsolved Mysteries*
12	▼ 18.2/31	N		*Empty Nest*
13	17.9/30	N		*L.A. Law*
14	17.8/28	N		*Grand*
15	▼ 17.1/25	C		*Murder, She Wrote*
16	▲ 17.0/25	C		*Designing Women*
17	▲ 16.7/25	N		*Matlock*
18	▲ 16.5/26	A		*Mon. Movie: Survive*
19	▲ 16.2/24	C		*Murphy Brown*
20	16.0/24	A		*Elvis Special*
20	▼ 16.0/24	N		*In the Heat of the Night*
22	▼ 15.7/28	A		*Full House*
23	15.4/24	A		*Sun. Movie: Robocop*
24	▲ 15.1/23	C		*Sun. Movie: Miracle Landing*
25	▼ 14.9/24	A		*Growing Pains*
26	14.7/23	N		*Night Court*
27	▼ 14.2/24	N		*Amen*
27	14.2/22	A		*Head of the Class*
29	▲ 14.1/24	C		*Knots Landing*
30	▼ 13.9/24	A		*Family Matters*
30	▲ 13.9/22	C		*Newhart*
32	▲ 13.8/21	N		*Hogan Family*
33	▼ 13.8/25	N		*Hunter*
33	▼ 13.8/20	F		*The Simpsons*
35	▲ 13.7/21	A		*MacGyver*
36	▲ 13.6/21	C		*Tues. Movie: Family of Spies 2*
36	▲ 13.6/21	C		*Jake and the Fatman*
38	▼ 13.2/20	C		*Major Dad*
39	13.1/21	N		*Dear John*
39	▼ 13.1/20	A		*Doogie Howser, M.D.*
39	▲ 13.1/19	F		*Married...With Children*
42	▼ 13.0/20	N		*ALF*
42	▼ 13.0/22	A		*Perfect Strangers*
44	■ 12.9/22	C		*Bradys*
45	▼ 12.7/23	A		*20/20*
45	▼ 12.7/22	N		*227*
47	■ 12.6/19	A		*Elvis*
48	▼ 12.5/21	A		*Just the Ten of Us*
48	▲ 12.5/23	N		*Quantum Leap*
50	▼ 12.4/20	N		*Mon. Movie: Murder in Miss.*
51	▼ 12.3/21	N		*Midnight Caller*
52	▼ 12.2/22	C		*Dallas*
53	12.2/18	N		*Unsolved Mysteries Special*
54	▼ 12.1/18	C		*City*
54	12.1/20	A		*thirtysomething*
56	11.2/19	C		*Doctor, Doctor*
57	▼ 10.8/17	A		*Father Dowling Mysteries*
57	▲ 10.8/18	A		*Life Goes On*
59	▲ 10.5/18	A		*Mystery Movie: Columbo*
59	▼ 10.5/19	A		*China Beach*
59	▼ 10.5/16	A		*Young Riders*
62	10.4/17	A		*Anything But Love*
63	9.9/18	C		*Wiseguy*
64	▼ 9.7/15	C		*48 Hours*
65	▼ 9.6/17	C		*Paradise*
66	▼ 9.5/17	N		*Baywatch*
66	▼ 9.5/17	N		*Mancuso, FBI*
68	▼ 9.2/14	C		*Island Son*
68	▼ 9.2/16	N		*True Blue*
70	▼ 9.1/15	N		*Magical World of Disney*
71	▼ 8.5/14	C		*Grand Slam*
72	▼ 7.9/13	A		*Primetime Live*
73	▼ 7.7/12	F		*America's Most Wanted*
74	▼ 7.4/13	C		*Tour of Duty*
75	▼ 7.3/13	C		*St. Night With Connie Chung*
76	▼ 7.2/13	A		*Mission: Impossible*
76	▼ 7.2/11	F		*Open House*
78	▼ 6.9/12	F		*Cops*
79	▼ 6.5/11	F		*Totally Hidden Video*
80	▼ 5.8/9	F		*21 Jump Street*
81	▼ 5.3/9	F		*Booker*
82	▼ 5.1/8	F		*Alien Nation*
83	▼ 4.2/7	F		*Tracey Ullman Show*
84	▼ 3.9/7	F		*Reporters*
85	▼ 2.0/5	F		*It's Garry Shandling's Show*

Guide to symbols: ▼ —Down from last week; ▲ —Up from last week; ■ —Premiere broadcast

Source: Nielsen and Broadcasting's own research.

FREEZE FRAMES: Syndication Scorecard *

Week ended Feb. 4

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.5	227	98
2	Jeopardy! (King World)	13.2	215	98
3	Wheel of Fortune, wknd. (King World)	10.7	202	92
4	Cosby Show (Viacom)	10.6	204	98
5	Oprah Winfrey Show (King World)	9.8	213	99
6	Current Affair (20th Century Fox TV)	9.1	188	96
6	Entertainment Tonight (Paramount)	9.1	173	96
8	Star Trek: Next Generation (Paramount)	8.4	231	97
9	Magic II	6.9	137	88
10	Donahue (Multimedia)	6.6	226	99
10	Star Search (TPE)	6.6	159	96
12	Family Feud 2 (LBS)	5.9	137	88
12	Geraldo (Paramount)	5.8	195	96
14	Charles in Charge IV (MCA)	5.7	140	90
15	Boxing Illustrated	5.6	77	81
15	People's Court (Warner Bros. Domestic TV)	5.6	169	90

The following shows were rated, but not ranked

Wrestling Network	6.7	174	92
World Wrestling Federation (WWF)	10.5	248	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL [2]
Commercial AM	4,972	250	5,222
Commercial FM	4,268	669	5,067
Educational FM	1,420	209	1,629
Total Radio	10,660	1,328	11,978
Commercial VHF TV	546	20	566
Commercial UHF TV	544	194	738
Educational VHF TV	122	5	128
Educational UHF TV	226	23	249
Total TV	1,440	242	1,682
VHF LPTV	300	205	505
UHF LPTV	457	1,156	1,613
Total LPTV	757	1,713	2,337
FM translators	1,803	318	2,121
VHF translators	2,716	121	2,837
UHF translators	2,186	419	2,605

CABLE†	
Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

off its lead-in, finishing fourth behind CBS, NBC and Fox.

CBS's *City* (8:30 Monday), which debuted last month, fell from 35th to 54th last week, with a 12.1/18, two share points off lead-in *Major Dad*, and last in its time period.

ABC's *World News Tonight* won again with an 11/20, followed by the *CBS Evening News* (9.9/18) and *NBC Nightly News* (9.6/18).

MarketScope

Media stocks in general seem to have found "level of support" near which they have been trading for past few weeks. Exceptions to rule were mostly negative, among them: McGraw-Hill and News Corp. American Depository Receipts, both of which continued their slide of recent weeks ("MarketScope," Feb. 15). Karen Firestone, manager of Fidelity's sectect leisure and broadcast and media funds, noted that ADRs are affected by stock market problems in Australia, where News Corp. stock is traded. She also noted that Australian media company John Fairfax Group is rumored to be in trouble. Shares of The New York Times Co. also slid following release of publisher-group owner's earnings, after which First Boston reiterated its "sell" recommendation, largely due to newspaper-related issues. A.H. Belo was up 7%. Telemundo fell slightly. Company's CEO, Henry Silverman, recently departed and major owners, Reliance Group Holdings and Columbia Savings, were both big clients of just-defaulted Drexel Burnham Lambert, itself Telemundo investor. Nostalgia Network, which had been offered for possible sale or recapitalization, has dropped 29% over past four weeks coinciding with news that certain major shareholders had sold shares in cable network. Zenith continued slide, and was off 31% from five weeks ago. Small studio stocks, particularly Spelling and Orion Pictures, had begun move late in week, possibly spurred by rumors that Marvin Davis was going to make bid for one or both companies.

Stock Index Notes: E (Monday), A (American), N (NYSE), O (NASDAQ). Bid prices (last common A stock used unless otherwise noted). P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Thu Feb 22	Closing Wed Feb 7	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCN) Capital Cities/ABC	315 1/2	324 1/4	- 13 3/4	- 02.62	20	9,189
N (CBS) CBS	190 1/4	194 1/4	- 4	- 02.17	18	4,262
A (CCU) Clear Channel	11 3/4	11 3/4		00.00	-97	45
A (JVTB) Heritage Media	2 3/4	3 5/8	- 1/8	03.44	-3	167
O (SCRI) Secor Communic.	3 3/8	5 1/8	- 1/4	04.87	-3	53
O (LINB) LIN	110 1/2	112 3/4	- 2 1/4	- 01.99	59	3,555
O (OSCC) Olympic Broadcast	1/4	1/4		00.00		
O (OSBD) Osborn Communic.	9 3/4	10	- 1/4	- 02.50	-48	68
O (OCOMA) Outlet Communic.	19 3/4	20	- 1/4	- 01.25	12	120
A (PR) Price Communic.	5 3/8	5 3/8		00.00	-4	49
O (SAGB) Sage Broadcasting	2 3/4	2 3/4		00.00	-2	13
O (SCRP) Scripps Howard	62	61	1	01.63	31	940
O (SUNNC) Sunbrook Inc.	2	2		00.00	-2	4
O (TLBB) Telemundo	5 1/4	5 3/8	- 1/8	- 02.32	-2	118
O (TVXSC) TVX Broadcast	4	4		00.00		29
O (UTVI) United Television	33 1/4	34 1/8	- 7/8	- 02.56	5	382
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	36 3/4	33 3/4	2	06.06	41	765
N (AFL) American Family	18 3/4	15 5/8	1 1/8	00.00	15	1,575
O (ACCMA) Assoc. Communic.	33 3/8	32	3/8	01.17	-73	603
N (CCN) Cablevision	31 3/8	33	3/8	01.13	1	786
O (GUCC) Business Corp.	33	29	4	13.79	22	276
N (GCI) Gannett Co.	39 5/8	40 3/8	- 3/4	- 01.85	16	6,336
O (GACC) Great Amer. Comm.	9 7/8	8 1/4	1 5/8	07.57	-2	101
N (JP) Jefferson-Pilot	38 1/4	39 1/2	- 1 1/4	- 03.16	11	1,439
N (KRI) Knight-Ridder	54 1/2	56 7/8	- 2 3/8	- 04.17	12	2,823
N (LEE) Lee Enterprises	29 3/4	29 3/8	- 5/8	- 02.12	16	701
N (LC) Liberty	46 7/8	46	- 1/8	- 00.27	23	398
N (MHP) McGraw-Hill	82 3/8	85 1/4	- 2 7/8	- 05.20	13	2,540
A (MEGA) MGM/UA Comm.	36	33 1/4	- 1/4	- 00.92	-157	713
N (MDP) Meredith Corp.	30 1/4	32	- 1 3/4	- 05.46	17	384
O (SMEDC) Multimedia	78 1/2	75 3/4	2 3/4	03.63	38	697
A (NYTA) New York Times	23 3/4	24 3/8	- 1 5/8	- 06.68	12	1,731

STOCK INDEX 2

	Closing Tue Feb 13	Closing Wed Feb. 7	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
O (ALLT) All American TV	4	4 5/8	– 5/8	– 13.51		4
A (CLR) Color Systems	2 1/4	2 3/8	– 1/8	– 05.26	-1	12
O (DCPI) dick clark prod.	6 1/8	6 1/2	– 3/8	– 05.76	22	59
N (DIS) Disney	107 5/8	109	– 1 3/8	– 01.26	21	14,461
O (FNNI) Financial News	7 1/4	7 1/8	1/8	01.75	32	130
A (FE) Fries Entertain.	2	2 1/8	– 1/8	– 05.88	-1	9
A (HRR) Heritage Entertain.	1 1/2	1 1/2		00.00	-1	11
A (HSN) Home Shopping Net.	7 1/2	7 1/4	1/4	03.44	46	673
N (KWP) King World	42 3/8	40 5/8	1 3/4	04.30	14	1,070
O (KREK) Kings Road Entertain.	9/32	1/4	1/32	12.50		1
N (MCA) MCA	54 1/4	54 7/8	– 5/8	– 01.13	21	3,976
N (MGM) MGM/UA Commun.	12	12		00.00	-8	612
A (NNW) Nelson Holdings	8 1/2	8 7/8	– 3/8	– 04.22		36
O (NWET) Nostalgia Network	1 1/2	1 5/8	– 1/8	– 07.69	-2	8
N (OPC) Orion Pictures	19	17 1/8	1 7/8	10.94	23	542
N (PCI) Paramount Commun.	43 5/8	44 5/8	– 1	– 02.24	13	5,192
N (PLA) Playboy Ent.	13 7/8	14 3/8	– 1/2	– 03.47	-154	130
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26
O (QVCN) QVC Network	13 7/8	14 1/2	1 3/8	09.48	33	169
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-5	65
O (RPICA) Republic Pic. 'A'	7	7		77	29	
O (RPICB) Republic Pic. 'B'	6 1/4	6 1/2	– 1/4	– 03.84	69	26
O (SP) Spelling Entertainment	11 1/4	11 1/8	1/8	01.12	30	372
O (UVNI) Video Jukebox Net.	7 7/8	7 5/8	1/4	03.27	-21	73
O (WONE) Westwood One	6 1/2	6 3/4	– 1/4	– 03.70	-4	94
SERVICE						
O (AGSP) Andrews Group	3 5/8	3 5/8		00.00	-2	33
O (BZIM) Barrep & Zirn	17 1/2	17 3/4	– 1/4	– 01.40	23	220
N (CQ) Comsat	36 3/8	35 7/8	1/2	01.39	10	600
N (DNB) Dun & Bradstreet	44 1/4	44 5/8	– 3/8	– 00.84	14	8,273
N (FCB) Foote Cone & B.	27 7/8	27 7/8		00.00	19	236
O (GREY) Gray Advertising	159	159		00.00	14	181
O (IDBX) IDB Communications	9 3/4	8 3/4	1	12.08	487	48
N (IPG) Interpublic Group	30 1/2	30 3/4	– 1/4	– 00.81	15	1,053
O (OMCM) Omnicom Group	23 5/8	23 3/4	– 1/8	– 00.52	13	619
N (SAA) Saatchi & Saatchi	11 1/2	12 1/4	– 3/4	– 06.12	-13	1,300
O (TLMT) Telemation	2 3/4	2 3/4		00.00	5	12
A (UNIV) Unitel Video	10	10 3/8	– 3/8	– 03.61	15	21
CABLE						
A (ATN) Acton Corp.	13 3/8	13	3/8	02.88	2	21
O (ATCMA) Amer. TV & Comm.	36 1/4	35 1/2	3/4	02.11	44	5,062
O (CTEX) C-Tec Corp.	30 1/8	29	1/8	00.62	26	548
A (CVC) Cablevision Sys. 'A'	30 1/2	31 3/8	– 7/8	– 02.78	-4	675
A (CTY) Century Comm.	10 3/8	10 1/2	– 1/8	– 01.19	-14	135
O (CMCSA) Comcast	15 1/2	13 7/8	1 1/4	00.00	-12	1,697
A (FAL) Falcon Cable Systems	17 5/8	17 5/8		00.00	-30	112
O (JOIN) Jones Intercable	12 1/8	12 3/4	– 3/8	– 02.94	-6	138
T (RCLA) Rogers Commun. 'A'	10	110	– 3	– 02.72	-31	486
T (RCLB) Rogers Commun. 'B'	80 1/2	81 1/2	– 1	– 01.22	-23	1,686
O (TCAT) TCA Cable TV	14	15	– 1	– 06.66	23	328
O (TCOMA) Tele-Commun.	15 3/4	15 3/8	3/8	02.43	-32	5,908
N (TWX) Time Warner	104 1/2	103 1/4	– 1 3/4	– 01.69	225	8,508
O (UACCA) United Art. Ent. A	17 7/8	16 3/4	– 7/8	– 05.22	-6	2,211
O (UACCB) United Art. Ent. B	15 3/4	17	– 1 1/4	– 07.35	-8	1,061
N (VIA) Viacom	51 3/4	50 1/2	1 1/4	02.47	23	2,760
N (WU) Western Union	1 1/8	1 15/32	– 11/32	– 23.40		89
EQUIPMENT & MANUFACTURING						
N (AMP) AMP	51	50 7/8	1/8	00.15	14	10,144
N (ARV) Arvin Industries	14 5/8	14 3/8	1/4	01.73	38	274
O (CCBL) C-Cor Electronics	10 1/2	11 1/4	– 3/4	– 06.66	8	43
N (CHY) Chyron	2 1/8	2 1/8		00.00	-15	24
A (COH) Cohu	9 3/8	9 1/4	1/8	01.35	8	19
N (EK) Eastman Kodak	38 5/8	38 3/8	1/4	00.65	13	12,830
N (GRL) Gen. Instrument	39 1/8	39	1/8	00.32	12	1,668
N (GE) General Electric	62 1/8	62 5/8	– 1/2	– 00.79	14	56,504
N (HRS) Harris Corp.	31 1/4	30 1/4	1 1/8	03.73	46	1,212
N (IMA) IMA Corp. Inc.	4 7/8	4 1/8	3/4	14.28	487	110
N (JV) Mark IV Indus.	12	11 7/8	1/8	01.05	2	176
O (MATT) Matthews Studio	1 11/16	1 11/16		00.00	84	10
O (MCDY) Microdyne	3 3/4	3 3/4		00.00	41	15
O (MCOM) Midwest Commun.	4	4 1/8	– 1/8	– 03.03	11	12
N (MOT) Motorola	58 1/2	58 5/8	– 1/8	– 00.21	15	7,811
N (OAK) Oak Industries	1 1/4	1 1/8	1/8	11.11	-41	103
A (PPI) Pico Products	1 3/8	1 1/4	1/8	10.00		8
N (SPT) Sat-Athletic	23 5/8	24 1/4	– 5/8	– 02.57	14	541
N (SNE) Sony Corp.	56 1/8	57	– 7/8	– 01.53	25	15,881
N (TEK) Tektronix	16 1/4	16 3/8	– 3/8	– 02.25	180	470
N (VAR) Varian Assoc.	21 7/8	22	– 1/8	– 00.56	14	441
O (WGNR) Wegener	2 1/2	2 1/2		25 12 18		
N (WX) Westinghouse	71 3/4	72 1/2	– 3/4	– 01.03	12	10,605
N (ZE) Zenith	8 7/8	10 1/8	– 1 1/4	– 11.59	-8	297
Standard & Poor's 400	362.21	365.39		-00.90		-0.9%

RADIO TELEVISION CABLE SATELLITE
Broadcasting Feb 19

NCTA's Jim Mooney announces customer service standards

Cable vows to clean up its customer service act

Hoping to cool the cable reregulation fever that is raging in Washington, the cable industry last week promised to answer the telephones.

At a Washington press conference last Thursday (Feb. 15), National Cable Television Association President Jim Mooney announced that the association had adopted a set of "comprehensive, highly specific" customer service standards and that most cable operators had pledged to comply with them by July 1991.

With the issuance of the standards, Mooney told reporters, the industry is signaling that it is "taking seriously" its customer service problem and intends "to do something about it."

"We think right now a lot of our cable systems provide pretty good customer service," said Mooney, flanked by Bob Miron, NCTA chairman and president of Newhouse Broadcasting, and John Goddard, president of Viacom Cable and chairman of NCTA's customer relations subcommittee, which developed the standards. "But, in all candor, we have to say that a significant number of our cable systems have not gotten to the point where customer service can be described as good or even adequate."

The standards cover telephone answering, office hours, scheduling of installation and service appointments in the home and restoration of outages. Among other things, the standards require participating cable operators to answer phones within 30 seconds and, in certain communities, to provide supplemental offices and telephone hours. They also require operators to hook up new subscribers within seven days and restore outages within 36 hours. (A full text of the standards appears on page 65.)

According to Mooney, NCTA is prevented by antitrust law from enforcing the standards and, thus, they are strictly voluntary. However, he said, local franchising authorities could incorporate the standards into local franchising agreements.

continues on page 28

Cable reassures Wall Street it can prosper, even under reregulation

While the cable industry was sending one message to Washington last week on customer service, it was sending another to Wall Street—one of political reassurance and revenue flexibility.

"Our concerns are your concerns," said Fred Vierra, president and chief operating officer of United Artists Entertainment, to analysts at a Goldman Sachs conference, "but sometimes I think you worry more than we do." Vierra said "reregulation is not a grassroots issue." The complaints are "fairly narrow," he said, and have been exploited by the telephone and broadcast lobbies.

Still, he acknowledged the probability of reregulation, but "very much within the parameters we can live with." If the FCC widened its definition on effective competition to all cable systems, thus limiting basic rate increases to 5% or inflation, "we would be no worse off than what we decided to do internally," said Vierra, since UA is limiting 1990 basic rate increases to inflation. "We can grow the business in a way you'll really like," he told analysts, by getting more revenue from ad sales and pay per views.

1989's Bottom Line for Cable

Company	Revenue	Cash Flow
HBO	$1,177,000,000	$166,000,000
Showtime	470,000,000	8,000,000
ESPN**	425,000,000	130,000,000
WTBS-TNT**	378,000,000	116,000,000
CNN-HN**	328,000,000	136,000,000
MTV-VH-1	168,000,000	52,000,000
Nick-NAN	114,000,000	49,000,000
TCI**	2,940,000,000	1,097,000,000
Time Warner Cable	1,543,000,000	644,000,000
ATC	973,000,000	431,000,000
Comcast**	552,000,000	220,000,000
Viacom Cable	301,000,000	132,000,000

*Notes: TW Cable are pro forma results. *Company estimates. **Analysts or BROADCASTING estimates.*

Cablevision Systems Vice Chairman William Bell said cable thrived before, during and after regulation and "we can continue to thrive if we're regulated again." Marc Lustgarten, also vice chairman of Cablevision, pointed out that Cablevision has "more revenue above basic than any other cable company," and added that Cablevision's operations are in major markets, and thus unlikely to be deemed noncompetitive by any cable proposals being considered in Washington. Cablevision

continues on page 29